



Atty Docket No. 3063/43  
App. No. 09/929,506

264#9  
14  
9-23-02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : George GERBA *et al.*  
App. No. : 09/929,506 Examiner: To Be Assigned  
Filed : 8/14/2001 Group Art Unit: 2611  
Title : SYSTEM AND METHOD FOR DISPLAYING ADVERTISING IN  
AN INTERACTIVE PROGRAM GUIDE

Commissioner for Patents  
Washington, D.C. 20231

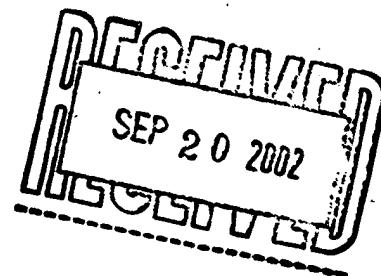
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INFORMATION DISCLOSURE STATEMENT Technology Center 2600

Sir:

Applicants respectfully submit herewith an Information Disclosure Statement (IDS), an Information Disclosure Citation List, and a copy of each document listed therein, pursuant to 37 C.F.R. §§ 1.97 and 1.98. The Examiner is requested to consider the enclosed documents, make them of record, and indicate his or her consideration of the documents by initialing the enclosed Citation List adjacent the citation of each document. Please return a copy of the initialed Citation form to the applicant's undersigned Attorney.

**This IDS is being filed under 37 CFR 1.97(b). Thus, no fee is due.** For each cited pending U.S. application, enclosed are the application specification, including the claims, and any drawing of the application, or that portion of the application which caused it to be listed including any claims directed to that portion



The Commissioner is hereby authorized to charge any deficiency, or to credit any overpayment, to the undersigned attorney's Deposit Account No. 02-4270.

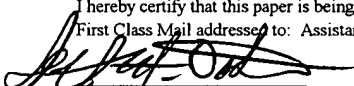
Respectfully Submitted,

Dated: September 11, 2002



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I hereby certify that this paper is being deposited this date with the U.S. Postal Service as  
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Seth H. Ostrow

9-11-02  
Date



<b>INFORMATION DISCLOSURE CITATION LIST</b>	<b>Atty. Docket No.:</b> 3063/43	<b>Application Serial No.:</b> 09/929,506
	<b>Applicants:</b> George GERBA <i>et al.</i>	
	<b>Filing Date:</b> August 14, 2001	<b>Group Art Unit:</b> 2611

**U.S. PATENT DOCUMENTS**

Exam. Init	Document Number	Date	Name	Class	Subclass
	5,038,211	8/6/91	Hallenbeck	358	142
	5,168,353	12/1/92	Walker <i>et al.</i>	358	86
	5,353,121	10/4/94	Young <i>et al.</i>	348	563
	5,416,508	5/16/95	Sakuma <i>et al.</i>	348	3
	5,550,576	8/27/96	Klosterman	348	6
	5,559,548	9/24/96	Davis <i>et al.</i>	348	6
	5,589,892	12/31/96	Knee <i>et al.</i>	348	731
	5,594,509	1/14/97	Florin <i>et al.</i>	348	731
	5,629,733	5/13/97	Youman <i>et al.</i>	348	7
	5,635,978	6/3/97	Alten <i>et al.</i>	348	7
	5,666,645	9/9/97	Thomas <i>et al.</i>	455	6.1
	5,808,608	9/15/98	Young <i>et al.</i>	345	327
	5,809,204	9/15/98	Young <i>et al.</i>	386	83
	5,818,438	10/6/98	Howe <i>et al.</i>	345	327
	5,940,073	8/17/99	Klosterman <i>et al.</i>	345	327
	5,949,954	9/7/99	Young <i>et al.</i>	386	83
	6,064,376	5/16/00	Berezowski <i>et al.</i>	345	327
	6,075,575	6/13/00	Schein <i>et al.</i>	348	734
	6,151,059	11/21/00	Schein <i>et al.</i>	348	13
	6,177,931	1/23/01	Alexander <i>et al.</i>	345	327



### FOREIGN PATENT DOCUMENTS

Exam. Init.	Document Number	Date	Country	Class	Sub Class
	WO 00/02380	13/1/00	PCT	H04N	5/00
	WO 00/49801	8/24/00	PCT	H04N	5/445
	WO 00/67473	11/9/00	PCT	H04N	5/445
	WO 00/79798	12/28/00	PCT	H04N	7/173
	WO 01/19086	3/15/01	PCT	H04N	7/24
	WO 01/22719	3/29/01	PCT	H04N	
	WO 01/50743 ✓	7/12/01	PCT	H04N	5/445
	WO 98/27723 ✓	6/25/98	PCT	H04N	5/445
	WO 99/29100	6/10/99	PCT	H04N	1/00
	WO 99/45700 ✓	9/10/99	PCT	H04N	5/445
	WO 99/45702	9/10/99	PCT	H04N	5/445
	WO 99/56466	11/4/99	PCT	H04N	5/445
	WO 99/56473	11/4/99	PCT	H04N	5/445

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### OTHER DOCUMENTS (including Author, Title, Date, Pertinent Pages, etc.)

	PCT International Search Report for Application No. PCT/US01/25399, November 16, 2001

Examiner:	Date Considered:
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